

PHAM HA PHUONG

Active semester 5

International Business Economics

BGE KKK

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THE INFLUENCE OF SOCIAL MEDIA MARKETING ON ATTRACTING BUDAPEST BUSINESS UNIVERSITY STUDENT ENROLLMENT

1. Research objective:

- To investigate the effectiveness of social media marketing (SMM) in enticing prospective students to choose Budapest Business University(BBU) as their educational institution.
- To gain in-depth insights into the perceptions and attitudes of current BBU students regarding the university's SMM efforts and how these factors influence their own enrollment decisions. identify the strengths and weaknesses of BBU's SMM strategies.
- To provide practical recommendations and strategies for Budapest Business University to enhance its social media marketing endeavors
- To provide a valuable contribution to higher education marketing

2. Research questions

“How does social media marketing influence the enrollment decisions of Budapest Business University?”

3. Research methodology

Mixed Methods Research is used in this research.

An online survey to 50 BBU students to provide information for refining BBU’s SMM marketing strategies, understanding its competitive positioning, and optimizing content creation to enhance its influence on prospective students’ decisions (Quantitative)

In-depth interviews were taken with 5 BBU students and one social media employees to touch on individual experiences and suggestions to enhance BBU's SMM's capacity to draw in prospective students. (Qualitative)

4. Short presentation of research result:

To answer this question, the survey underscores the profound impact of social media on the participants' daily lives, with platforms like Instagram, YouTube, Facebook, TikTok, and LinkedIn as essential tools for social connection and information dissemination. The university's outreach strategies, particularly on Instagram and Facebook, have proven highly effective in raising awareness, as 65% of respondents credited these platforms. Visually captivating images and graphics play a significant role, with 58% finding them compelling. Although 82% had a neutral stance on the accuracy of BBU's social media representation of the student experience, 28% acknowledged the influence of such content on their decision to enroll, underscoring the increasing importance of social media in higher education enrollment. Academic programs were pivotal for 56% of participants, highlighting the need for transparent information on social media. While 30% found BBU's social media effective in distinguishing it from competitors, overall satisfaction varied, with 44% expressing a neutral stance.